

Managing Your Social Media Presence

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Presented by LibraryLinkNJ, the New Jersey State Library and the New Jersey Library Association:
Technology Speed Dating, March 19, 2014 at the Monroe Public Library

Buffer

Social Media Management Tool

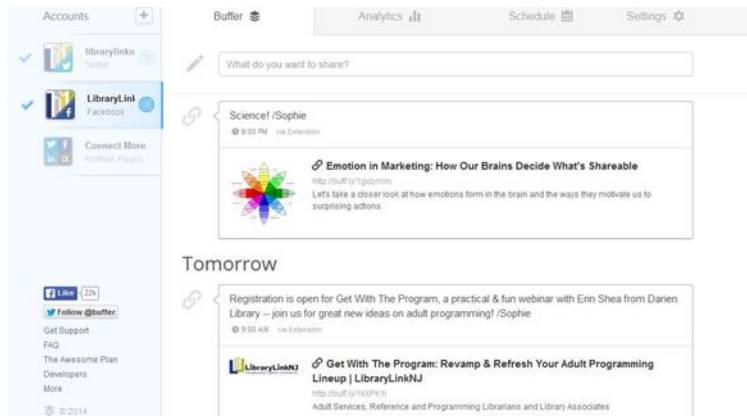
<http://bufferapp.com>

Software: Web-based & mobile app for iOS & Android

Price: Free for 1 manager to link 1 account per service or \$10/month for 2 team members to create unlimited posts using up to 12 accounts

Social Media Accounts: Twitter, Facebook, LinkedIn, App.net, Google+

- Use extensions for Chrome & Firefox, or apps like Pocket (formerly Read It Later) & IFTTT (see Kate Nesi's handout for details!)
 - Extensions & apps: <https://bufferapp.com/extras>
 - How to use Buffer on-the-go:
<http://blog.bufferapp.com/a-complete-guide-to-buffer-for-android-and-iphone>
- Schedule posts for multiple channels in advance, saving time & customizing for character limits & unique grammar/tone of each site.
- Check analytics to see how your posts perform!



Facebook Analytics

Key information about your Page

Software: Web-based & mobile app for iOS & Android (FB Pages)

Price: Free

- **Overview:** basic data from the last 7 days, including Page Likes, post performance & engagement overall.
- **Likes:** where did your likes come from in the last month?
- **Reach:** how many people have seen your posts in the last month?
- **Visits:** how many times do people view content by visiting your Page?
- **Posts:** *if you only use ONE part of insights, use THIS!*
 - See when your fans are on FB, schedule your posts to match.
 - See how each of your posts are performing, and how groups of posts (photos, links, text-only updates) are performing.
- **People:** demographics & locations of your fans.



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Other Stuff You Can Do!

Instagram to Tumblr, Twitter, Facebook, Flickr & Foursquare (I'll be happy to show you how on my phone)
Tumblr to Twitter: easy, customized cross-posting at times that make sense for your community.



Very Useful Further Reading

Tweeting for Public Libraries, by Emily Lloyd: <http://tametheweb.com/2012/04/20/tweeting-for-public-libraries/>

Follow Your Patrons, by Emily Lloyd: <http://tametheweb.com/2013/01/20/follow-your-patrons-a-ttw-guest-post/>

Some Dos & Don'ts:

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| <ul style="list-style-type: none">• DO post the same material to both platforms, tailoring content to each service.• DO train yourself to write within Twitter's 140-character limit and/or use + or (1/3) for longer-form thoughts.• DO use social media to talk about what your community cares about.• DO include some context/commentary for any links or photos you post.• DO spend some time figuring out the right voice for your social media channels. | <ul style="list-style-type: none">• DON'T publish Facebook updates directly to Twitter (or vice-versa). It's tone-deaf.• DON'T use a post-lengthening service for Twitter. DON'T use social media <i>only</i> as a means to promote what the library is doing.• DON'T post links with no contextualizing text, especially on Twitter: it looks like spam.• DON'T be afraid to change things up! You DON'T have to do everything, and are better off choosing to do one thing well rather than three or four things just so-so. |
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